

Set	Items	Description
S1	1	AU=(JOFFE E? OR JOFFE, E?)
S2	39217	HYPERLINK? OR URL? ? OR (WEB OR SITE? ? OR INTERNET) (2N)AD- DRESS? OR HYPER()LINK? ? OR HTTP?
S3	104345	ADVERT? OR AD OR PROMO? ? OR BANNER? ? OR ADS
S4	587573	TRACK? OR TRACE? OR TRACING OR MONITOR? OR LOG? ? OR LOGGI- NG OR AUDIT?
S5	300462	ACTIVIT? OR VISIT?
S6	1067824	MEASUR? OR CALCULAT? OR DETERMIN? OR COMPUTE OR COMPUTES OR COMPUTING OR ESTIMAT?
S7	1041848	EFFICIEN? OR EFFECTIVE? OR PERFORMANC? OR GOAL OR RESPON?
S8	2042	S2(25N)S3
S9	198832	(S4 OR S6) (4N) (S5 OR S7)
S10	45	S8(15N)S9
S11	38	S10 AND IC=G06F?

? show file

File 348:EUROPEAN PATENTS 1978-2004/Jul W03

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040722,UT=20040715

(c) 2004 WIPO/Univentio

11/3,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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01531784

A process for providing access of a client to a content provider server  
under control of a resource locator server

Verfahren zum Bereitstellen von Kundenzugriff auf einen inhaltsanbietenden  
Server unter Kontrolle eines ressourcenlokalisierenden Servers

Procede permettant au client d'accéder au serveur fournisseur de contenus  
sous controle d'un serveur localisateur de ressources

PATENT ASSIGNEE:

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PATENT (CC, No, Kind, Date): EP 1278112 A1 030122 (Basic)

EP 1278112 B1 030528

APPLICATION (CC, No, Date): EP 2001401870 010712;

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;

LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: G06F-001/00

ABSTRACT WORD COUNT: 146

NOTE:

Figure number on first page: 4

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200304	1943
CLAIMS B	(English)	200322	1954
CLAIMS B	(German)	200322	1844
CLAIMS B	(French)	200322	2192
SPEC A	(English)	200304	5429
SPEC B	(English)	200322	5484
Total word count - document A			7373
Total word count - document B			11474
Total word count - documents A + B			18847

INTERNATIONAL PATENT CLASS: G06F-001/00

...SPECIFICATION above cannot be applied.

US-A-5 870 546 is directed to the problem of **determining** the  
**efficiency** of **advertising** displayed to a client over a network;  
**efficiency** is **measured** as the number of times a client pursues the  
**URL** displayed in a server. A Web server system displaying the  
**advertisement** provides a client system with a **URL** reference to the  
**advertised** server. The **URL** reference is encoded with predetermined  
redirection and accounting data. On receipt by the **advertised** server,  
the **URL** reference is decoded and the accounting data is stored. This  
makes it possible for the **advertised** server to identify the number of  
**URL** displayed in the Web server system displaying the **advertisement**  
which are effectively pursued by the client. This document does not  
contemplate any use other...

...SPECIFICATION above cannot be applied.

US-A-5 870 546 is directed to the problem of **determining** the **efficiency** of **advertising** displayed to a client over a network; **efficiency** is **measured** as the number of times a client pursues the **URL** displayed in a server. A Web server system displaying the **advertisement** provides a client system with a **URL** reference to the **advertised** server. The **URL** reference is encoded with predetermined redirection and accounting data. On receipt by the **advertised** server, the **URL** reference is decoded and the accounting data is stored. This makes it possible for the **advertised** server to identify the number of **URL** displayed in the Web server system displaying the **advertisement** which are effectively pursued by the client. This document does not contemplate any use other...

11/3,K/2 (Item 2 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2004 European Patent Office. All rts. reserv.

00887462

**Automatic updating of diverse software products on multiple client computer system**

**Automatische Aktualisierung von verschiedenen Softwareprodukten in Mehr-Client-Rechnersystemen**

**Mise a jour automatique de produits logiciels divers dans des systemes ordinateurs a clients multiples**

PATENT ASSIGNEE:

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PATENT (CC, No, Kind, Date): EP 811942 A2 971210 (Basic)  
EP 811942 A3 990210

APPLICATION (CC, No, Date): EP 97109222 970606;

PRIORITY (CC, No, Date): US 660488 960607

DESIGNATED STATES: DE; ES; FI; FR; GB; IE; IT; NL; SE

INTERNATIONAL PATENT CLASS: G06F-017/60

ABSTRACT WORD COUNT: 260

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9712W1	1854
SPEC A	(English)	9712W1	13371
Total word count - document A			15225

Total word count - document B 0  
Total word count - documents A + B 15225  
INTERNATIONAL PATENT CLASS: G06F-017/60

...SPECIFICATION a update database 709, a user profile database 711, a reporting tools module 713, a URL monitor module 715, an advertising /information database 717, and an activity log 718. The update database 709 is described here; the remaining components are described further below...

11/3,K/3 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

01126908 \*\*Image available\*\*  
METHOD AND APPARATUS FOR ASSOCIATING IDENTIFIERS WITH CAN-TOP  
ADVERTISEMENTS  
PROCEDE ET APPAREIL POUR ASSOCIER DES IDENTIFICATEURS AVEC DES RECLAMES  
SITUEES SUR LA PARTIE SUPERIEURE D'UNE BOITE

Patent Applicant/Inventor:

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Legal Representative:

ORTEGA James H (et al) (agent), Baker & McKenzie, Suite 2300, 2001 Ross  
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200448091 A1 20040610 (WO 0448091)

Application: WO 2003US8047 20030314 (PCT/WO US03008047)

Priority Application: US 2002429031 20021122; US 2002431864 20021206; US  
2002317259 20021211

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PH PL PT RO RU SC SD SE  
SG SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE  
SI SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM.

Publication Language: English

Filing Language: English

Fulltext Word Count: 2785

...International Patent Class: G06F-017/00 ...

... G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... The same holds true for can-top advertising. In order to assist a company in determining the effectiveness of their can-top advertising campaign, certain information can be placed on the can-top advertisement to give the company feedback on the particular ad campaign. In one embodiment, this information consists of a web address and an identifier. An example of such information is presented on the label

shown in...

11/3,K/4 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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01099319 \*\*Image available\*\*

COMMON INTERFACE FRAMEWORK FOR DEVELOPING FIELD PROGRAMMABLE BASED  
APPLICATIONS INDEPENDENT OF TARGET CIRCUIT BOARD  
STRUCTURE D'INTERFACE COMMUNE SERVANT A DEVELOPPER DES APPLICATIONS A  
PROGRAMMATION DE CHAMP INDEPENDANTE DE LA CARTE DE CIRCUIT IMPRIME  
CIBLEE

Patent Applicant/Assignee:

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200421750 A2-A3 20040311 (WO 0421750)  
Application: WO 2003US27097 20030828 (PCT/WO US03027097)  
Priority Application: US 2002407880 20020829; US 2002303441 20021125

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT (utility model) AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR  
CU CZ (utility model) CZ DE (utility model) DE DK (utility model) DK DM  
DZ EC EE (utility model) EE ES FI (utility model) FI GB GD GE GH GM HR HU  
ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX  
MZ NI NO NZ OM PG PH PL PT RO RU SC SD SE SG SK (utility model) SK SL SY  
TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE  
SI SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8777

Main International Patent Class: G06F-009/44

Fulltext Availability:

Detailed Description

Detailed Description

... national labs and academia that are seeking to establish a standard

component architecture for high **performance computing** . The CCA Forum internet site at **http://www.cca-f6rum.org** and there are numerous papers, articles and presentation material of general interest.

[0016] There are certain board vendors that **advertise** reconfigurable FPGA's, such as those by Annapolis Microsystems, but the implementation has an internal...

11/3,K/5 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

01047125 \*\*Image available\*\*

**A METHOD OF ADDING CONTENT TO WEB-BASED INFORMATION FOR DISPLAY AT A WEB-BROWSER IN REAL TIME**

**PROCEDE D'AJOUT DE CONTENU A UNE INFORMATION SUR LA TOILE EN VUE DE SON AFFICHAGE SUR UN NAVIGATEUR EN TEMPS REEL**

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200377167 A2-A3 20030918 (WO 0377167)

Application: WO 2003EP2485 20030311 (PCT/WO EP03002485)

Priority Application: US 2002364006 20020313

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SC SD SE SG  
SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE  
SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3567

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... is automatically placed in 'captive' mode. As soon as his/her browser will make an **HTTP** request, the whole process starts again..

The PCP scripts and Captive Portal policies are fully configurable and

allow the modification of the following parameters.

- Advertising capture interval (1 - 65535 minutes)
- Advertising server URL
- Type of insertion (Frame or Pop-up window)
- Logging of activity (Captures, re-directions)

The invention exploits the advanced features of the Shasta BSN by allowing...

11/3,K/6 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

01028559 \*\*Image available\*\*

**SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING IN GENERAL MEDIA  
SYSTEME ET PROCEDE DE PUBLICITE REMUNEREE EN FONCTION DU RENDEMENT DANS LES  
MEDIAS GENERAUX**

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PROTHEROE Robert Llewellyn, 9660 Wilshire Lakes Boulevard, Naples, FL  
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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200358531 A1 20030717 (WO 0358531)  
Application: WO 2002US41707 20021230 (PCT/WO US0241707)  
Priority Application: US 2001344100 20011228

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SC SD SE SG  
SK SL TJ TM TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SI SK  
TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 11307

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description

... included in biddable ad 200A is a phone number 206A which can be used for **tracking** consumer **responses** to the biddable ad 200A. The biddable **advertisement** 200A can also include a **web page address** 208A to provide for consumer response to the **advertising** placement via the internet. The **web page address** is generally directed to a web page of the service provider 100 and can either include additional content for an **advertiser** or can provide a redirection to an advertiser's website.

The service provider phone number...2B. Biddable ad 200B has an overall size defined by box 202B and can accommodate **advertiser** content of the size defined by box 204B. Also included in biddable ad 200B is a phone number 206B and or **web page address** 208B which is specified by the service provider and is used for receiving and **tracking** consumer **responses** to ad 200B. A content descriptor 203B 1 5 can also be provided in the advertising placement...as newspapers, magazines, conventional billboards and the like, where interactive functionality is not available for **response tracking**.

Also illustrated in Figures 2A and 2B, **advertising** placements can include **web page addresses** 208A and 208B which can be directed to web pages hosted by the server cluster...

11/3,K/7 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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01020819 \*\*Image available\*\*

**DELIVERING CONTENT AND ADVERTISEMENT**

**DISTRIBUTION DE CONTENUS ET D'ANNONCES PUBLICITAIRES**

Patent Applicant/Assignee:

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Street, San Francisco, CA 94105-2482, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200350744 A1 20030619 (WO 0350744)

Application: WO 2002US39288 20021206 (PCT/WO US0239288)

Priority Application: US 2001336988 20011207; US 2001337793 20011210

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SC SD SE SG  
SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SI SK  
TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG



(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 27194

Main International Patent Class: G06F-017/60  
International Patent Class: G06F-003/00 ...

... G06F-013/38  
Fulltext Availability:  
Detailed Description

Detailed Description

... embodiment, this request is sent at the same time as the request to load the advertisement URL. In response to the log clickthrough request 612, the daemon program module 615 sends an insert log record request 616...

11/3,K/8 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00991431 \*\*Image available\*\*

**METHOD FOR MEASURING PERFORMANCE METRICS OF A WIRELESS DEVICE**  
**PROCEDE DE MESURE DES PERFORMANCES D'UN DISPOSITIF SANS FIL**

Patent Applicant/Assignee:

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(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

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(Residence), US (Nationality), (Designated only for: US)  
SU Annie, 23 Rodgers Street, San Francisco, CA 94103, US, US (Residence),  
US (Nationality), (Designated only for: US)

Legal Representative:

CHUANG Thomas C (et al) (agent), Morrison & Foerster LLP, 425 Market Street, San Francisco, CA 94105-2482, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200321463 A1 20030313 (WO 0321463)  
Application: WO 2002US27631 20020829 (PCT/WO US0227631)  
Priority Application: US 2001944843 20010831

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RQ RU SD SE SG SI  
SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LU MC NL PT SE SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English  
Filing Language: English

Fulltext Word Count: 17549

Main International Patent Class: G06F-015/16

Fulltext Availability:

Detailed Description

Detailed Description

... Activity on proprietary services such as AOL, Juno, PointCast

Reach

Referring sites

Cut by demographics

Advertising Report.

Ads viewed/redeemed

Top advertisers

0 Top host sites

Reach

30

Cut by demographics

User Experience Report.

Time to download home page of URL

Time to complete secure transaction

Browsers visitors are using

Error log (i.e., times when site fails not related to ISP/backbone problems)

Congestion periods

I...

11/3,K/9 (Item 7 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00977203 \*\*Image available\*\*

HYBRID NETWORK BASED ADVERTISING SYSTEM AND METHOD

SYSTEME ET PROCEDE D'ANNONCES PUBLICITAIRES REPOSANT SUR UN RESEAU HYBRIDE

Patent Applicant/Assignee:

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US, US (Residence), US (Nationality)

Inventor(s):

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Washington, PA 19034, US,

BALASUBRAMANIAN Krishna, c/o Real Media, Inc., 580 Virginia Drive, Suite  
200, Fort Washington, PA 19034, US,

Legal Representative:

BLOOM Allen (agent), Dechert, P.O. Box 5218, Princeton, NJ 08543, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200307212 A1 20030123 (WO 0307212)

Application: WO 2001US51644 20011226 (PCT/WO US0151644)

Priority Application: US 2000748774 20001226

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 7515

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description  
... adl.com).

Since many advertisements are served by a single third party advertisement server, user **activity** is easily correlated and **tracked**. When the user loads Web pages from various Web sites, every **advertisement** served by the third party server will result in an **HTTP** call to the third party server for an **advertisement**. Each **HTTP** call will return a cookie associated with the third party server's domain.

11/3,K/10 (Item 8 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00933152 \*\*Image available\*\*  
**EXTENDED WEB ENABLED MULTI-FEATURED BUSINESS TO BUSINESS COMPUTER SYSTEM FOR RENTAL VEHICLE SERVICES**  
**SYSTEME INFORMATIQUE ETENDU ENTRE ENTREPRISES, A FONCTIONS MULTIPLES, FONCTIONNANT SUR LE WEB, POUR DES SERVICES DE LOCATION DE VEHICULES**

Patent Applicant/Assignee:

THE CRAWFORD GROUP INC, 600 Corporate Park Drive, St. Louis, MO 63105, US  
, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

WEINSTOCK Timothy Robert, 1845 Highcrest Drive, St. Charles, MO 63303, US  
, US (Residence), US (Nationality), (Designated only for: US)  
DE VALLANCE Kimberly Ann, 2037 Silent Spring Drive, Maryland Heights, MO 63043, US, US (Residence), US (Nationality), (Designated only for: US)  
HASELHORST Randall Allan, 1016 Scenic Oaks Court, Imperial, MO 63052, US, US (Residence), US (Nationality), (Designated only for: US)  
KENNEDY Craig Stephen, 9129 Meadowglen Lane, St. Louis, MO 63126, US, US (Residence), US (Nationality), (Designated only for: US)  
SMITH David Gary, 10 Venice Place Court, Wildwood, MO 63040, US, US (Residence), US (Nationality), (Designated only for: US)  
TINGLE William T, 17368 Hilltop Ridge Drive, Eureka, MO 63025, US, US (Residence), US (Nationality), (Designated only for: US)  
KLOPFENSTEIN Anita K, 433 Schwarz Road, O'Fallon, IL 62269, US, US (Residence), US (Nationality), (Designated only for: US)

Legal Representative:

HAFERKAMP Richard E (et al) (agent), HOWELL & HAFERKAMP, L.C., Suite 1400, 7733 Forsyth Blvd., St. Louis, MO 63105-1817, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200267175 A2 20020829 (WO 0267175)  
Application: WO 2001US51437 20011019 (PCT/WO US0151437)  
Priority Application: US 2000694050 20001020

Parent Application/Grant:

Related by Continuation to: US 2000694050 20001020 (CIP)

Designated States:

(Protection type is "patent" unless otherwise stated - for applications

prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 243912

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

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ie Body Shop Screen...

11/3,K/11 (Item 9 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00919207

**HYBRID NETWORK BASED ADVERTISING SYSTEM AND METHOD**

**SYSTEME ET PROCEDE D'ANNONCES BASE SUR UN RESEAU HYBRIDE**

Patent Applicant/Assignee:

REAL MEDIA INC, 580 Virginia Drive, Suite 200, Fort Washington, PA 19034,  
US, US (Residence), US (Nationality)

Inventor(s):

BEYDA Gil, c/o Real Media, Inc., 580 Virginia Drive, Suite 200, Fort  
Washington, PA 19034, US,

BALASUBRAMANIAN Krishna, c/o Real Media, Inc., 580 Virginia Drive, Suite  
200, Fort Washington, PA 19034, US,

Legal Representative:

BLOOM Allen (agent), Dechert, P.O. Box 5218, Princeton, NJ 08543, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200252385 A2 20020704 (WO 0252385)

Application: WO 2001US50854 20011226 (PCT/WO US0150854)

Priority Application: US 2000748774 20001226

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7523

Main International Patent Class: G06F

Fulltext Availability:

Detailed Description

Detailed Description

... com).

no

Since many advertisements are served by a single third party advertisement server, user **activity** is easily correlated and **tracked**. When the user loads Web pages from various Web sites, every **advertisement** served by the third party server will result in an **HTTP** call to the third party server for an **advertisement**. Each **HTTP** call will return a cookie associated with the third party server's domain (Identifying the...

11/3,K/12 (Item 10 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00904195

TARGETED WEATHER INFORMATION DELIVERY SYSTEMS AND METHODS

SYSTEMES ET PROCEDES POUR LA DISTRIBUTION CIBLEE D'INFORMATIONS  
METEOROLOGIQUES

Patent Applicant/Assignee:

THE WEATHER CHANNEL, 300 Interstate North Parkway, Atlanta, GA 30339, US,  
US (Residence), US (Nationality)

Inventor(s):

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HESS Nicholas A, 1610 Avon Avenue S.W., Atlanta, GA 30311, US,  
BAKER James L, 2791 Wellsly Ct., Kennesaw, GA 30144, US,

Legal Representative:

PRATT John S (et al) (agent), Kilpatrick Stockton LLP, 1100 Peachtree  
Street, Suite 2800, Atlanta, GA 30309-4530, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200237332 A2 20020510 (WO 0237332)

Application: WO 2001US30050 20010926 (PCT/WO US0130050)

Priority Application: US 2000707335 20001106

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 15508

Main International Patent Class: G06F-017/30  
Fulltext Availability:  
Detailed Description

Detailed Description

... visitor, the system 10 determines the identity, or at least the profile, for the first visitor and determines that the first visitor is considered to have an interest in golf. Accordingly, the system 10 provides a golf advertisement as part of this first set of content.

A screen shot that is presented to a second visitor upon entering the same URL associated with the system 10, such as weathencorn, is shown in Figure 5(Q). As...

11/3,K/13 (Item 11 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00889281 \*\*Image available\*\*

A TRANSACTION SYSTEM AND METHOD USING CASH CARDS AND A CHARGE SETTLEMENT NETWORK

UN SYSTEME ET UN PROCEDE DE TRANSACTION METTANT EN OEUVRE DES CARTES PORTE-MONNAIE ET UN RESEAU DE REGLEMENT DE COMPTES

Patent Applicant/Assignee:

NETSPEND CORPORATION, Suite 18, 501 Congress Avenue, Austin, TX 78701, US  
, US (Residence), US (Nationality)

Inventor(s):

SOSA Rogelio, 11624 Jollyville Road #938, Austin, TX 78759, US,  
SOSA Bertrand, 11624 Jollyville Road #938, Austin, TX 78759, US,

Legal Representative:

STANFORD Gary R (agent), Law Offices of Gary R. Stanford, 610 West Lynn,  
Austin, TX 78703, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200223441 A1 20020321 (WO 0223441)  
Application: WO 2001US28556 20010913 (PCT/WO US0128556)  
Priority Application: US 2000661724 20000914

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 20783

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Detailed Description

Detailed Description

... or average click rates or the like.

The issuing system 107 also provides affiliates with **advertising performance**

**monitoring**. Various types of information is monitored, such as recorded impressions, clicks, click rates, number of sales referred, coupon amounts, **web addresses** to online **sites**, and any information related to cash card activity, such as total cash cards sold, activated...

11/3,K/14 (Item 12 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00869197 \*\*Image available\*\*

**SYSTEM AND METHOD FOR DELIVERING ADVERTISEMENT INFORMATION ON A DATA NETWORK WITH ENHANCED USER PRIVACY**

**SYSTEME ET PROCEDE A CONFIDENTIALITE ACCRUE DE FOURNITURE D'INFORMATIONS PUBLICITAIRES SUR UN RESEAU DE DONNEES**

Patent Applicant/Assignee:

REAL MEDIA INC, 580 Virginia Drive, Suite 200, Fort Washington, PA 19034,  
US, US (Residence), US (Nationality)

Inventor(s):

BEYDA Gil, c/o Real Media, Inc., 580 Virginia Drive, Suite 200, Fort  
Washington, PA 19034, US,

Legal Representative:

BLOOM Allen (agent), Dechert, P.O. Box 5218, Princeton, NJ 08543, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200203291 A1 20020110 (WO 0203291)

Application: WO 2001US20340 20010627 (PCT/WO US0120340)

Priority Application: US 2000609043 20000630

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS  
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 12572

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... Web sites.

Since many advertisements are served by a single third party advertisement service, user **activity** is easily correlated and **tracked**. When the user loads Web pages from various Web sites, every **advertisement** served by the third party server will result in an **HTTP** call to the third party server for the **advertisement**. Each HTTP call

will return the cookie associated with the third party server's domain...

11/3,K/15 (Item 13 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00857286 \*\*Image available\*\*

**ONLINE MEDIA EXCHANGE**

**ECHANGE DE MEDIAS EN LIGNE**

Patent Applicant/Assignee:

MATCHCRAFT INC, 520 Broadway Street, Suite 260, Santa Monica, CA 90401,  
US, US (Residence), US (Nationality), (For all designated states  
except: US)

Patent Applicant/Inventor:

PATEL Dorab, 2626 11th Street, Apartment 7, Santa Monica, CA 90405, US,  
US (Residence), US (Nationality), (Designated only for: US)  
KALTER Scott D, 2032 Corral Canyon Road, Malibu, CA 90265, US, US  
(Residence), US (Nationality), (Designated only for: US)  
ELIAHOU Uzi, 21630 Saddle Peak Road, Topanga, CA 90290, US, US  
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

POHL Mark (agent), Registered Patent Attorneys LLP, 55 Madison Avenue,  
4th floor (P 4014), Morristown, NJ 07960, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200190956 A1 20011129 (WO 0190956)  
Application: WO 2001US16927 20010524 (PCT/WO US0116927)  
Priority Application: US 2000206994 20000524

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AU CA IL JP MX US

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 20176

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... guaranteed delivery  
of messages on this communication link.

Another embodiment is to use a proxy HTTP server to  
rewrite HTML tags to allow the tracking of activity on a  
advertiser's site without requiring any modifications to  
that site.

The requirements for the advertiser integration include...

11/3,K/16 (Item 14 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00851698 \*\*Image available\*\*

**METHOD OF AND SYSTEM FOR ENHANCED WEB PAGE DELIVERY**

**PROCEDE ET SYSTEME PERMETTANT D'AMELIORER LE TRANSFERT DE PAGES WEB**

Patent Applicant/Assignee:



INCEPTOR INC, Two Clock Tower Place, Fleet 260, Maynard, MA 01754, US, US  
(Residence), US (Nationality)

Inventor(s):

LAMBERT John H, Uphill House, Pondsworthy, Newton Abbott, Devon TQ13 7TH,  
GB,

SEMECZKO George, 2195 Munn's Ave West, Oakville, Ontario L6H 3S9, CA,

ENGELS Geert, 38 Penderyn Way, Carleton Road, London N7 OEW, GB,

Legal Representative:

PASTERNAK Sam (agent), Choate, Hall & Stewart, 53 State Street, Exchange  
Place, Boston, MA 02109, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200184351 A2-A3 20011108 (WO 0184351)

Application: WO 2001US13934 20010430 (PCT/WO US0113934)

Priority Application: US 2000200205 20000428

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS  
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 9617

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... This allows the identification of the initial source of a visitor  
assuming that an IXC URL is used for each of the sources of visitor  
traffic: Search Results, Banner Advertisements, Affiliate Links,  
Email campaigns. Visitor traffic that arrives directly at the actual  
website will have a source identification of the first tracking IXC URL  
that it comes across - this identifies where the visitor was first  
noticed.

With the trackers in place, visitor traffic can be reported on with  
the following information.

Initial source of the visitor traffic...

11/3,K/17 (Item 15 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00844366 \*\*Image available\*\*

AN INTEGRATED AD VIEW CERTIFICATION SYSTEM

SYSTEME INTEGRE DE CERTIFICATION DE PRESENTATIONS PUBLICITAIRES

Patent Applicant/Inventor:

VIJAYASHANKAR Na, Flat No. 10, R E Apartments, Unnamalai Ammal Street,  
T.Nagar, Tamil Nadu Chennai 600 017, IN, IN (Residence), IN  
(Nationality)

Legal Representative:

DEPENNING R G (et al) (agent), Depenning & Depenning, 31 South Bank Road,

Tamil Nadu Chennai 600 028, IN,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200177989 A1 20011018 (WO 0177989)  
Application: WO 2001IN86 20010404 (PCT/WO IN0100086)  
Priority Application: US 2000196109 20000411  
Designated States:  
(Protection type is "patent" unless otherwise stated - for applications prior to 2004)  
AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS  
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 2853

Main International Patent Class: G06F-157/00  
Fulltext Availability:  
Detailed Description

Detailed Description  
... has no choice but to accept the same as correct.

The second method by which **advertisements** on the internet are paid for is the "Click Through" method where the payment is based on the number of times visitors click through the **hyperlink** on the **ad** message.

2  
The number of clickthroughs can be tracked by the **advertiser** to some extent by **monitoring** the **activity** on the page linked to the ad. This does not however always tally with the...

11/3,K/18 (Item 16 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00844267 \*\*Image available\*\*  
SYSTEM AND METHODS FOR DISTRIBUTING DISPLAY ADVERTISING AND MONITORING  
ADVERTISING EFFICACY  
SYSTEME ET PROCEDE PERMETTANT DE DIFFUSER UN ENCART PUBLICITAIRE ET DE  
CONTROLLER L'EFFICACITE DE LA PUBLICITE

Patent Applicant/Assignee:

NEXMEDIA TECHNOLOGIES INC, 1900 - 999 West Hastings Street, Vancouver,  
British Columbia V6C 2W2, CA, CA (Residence), CA (Nationality)

Inventor(s):

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V3K 3N2, CA,  
GUHA PATRA Debashis, 1405 - 4390 Grange Street, Burnaby, British Columbia  
V5H 1P6, CA,  
BLACKSTOCK Mike, 1088 Foster Avenue, Coquitlam, British Columbia V3J 2M7,  
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ZAPALOWSKI Leonard, 1488 Roxbury Road, North Vancouver, British Columbia  
V7G 1X7, CA,

DONINELLI Ugo Angelo, Prismafin S.A., Via Valdani, 1, CH-6830 Chiasso, CH

Legal Representative:

MANNING Gavin N (agent), Oyen Wiggs Green & Mutala, 480-601 West Cordova Street, Vancouver, British Columbia V6G 1G1, CA,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200177857 A2 20011018 (WO 0177857)

Application: WO 2000CA577 20000515 (PCT/WO CA0000577)

Priority Application: CA 2305056 20000411

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT (utility model) AT AU AZ BA BB BG BR BY CH CN CR CU CZ  
(utility model) CZ DE (utility model) DE DK (utility model) DK DM DZ EE  
(utility model) EE ES FI (utility model) FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL  
PT RO RU SD SE SG SI SK (utility model) SK SL TJ TM TR TT TZ UA UG UZ VN  
YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 10148

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... advertisement 22 includes unique contact information 22D which is displayed on display 14 when the **advertisement 22** is being played. Contact information 22D may comprise, for example, an **Internet address**, a telephone number, a telephone number and a code, or the like. Contact information 22D may be used to **monitor the effectiveness** of each **advertisement**, as described below. Where an advertisement 22 will be played in several different locations then...22D in their advertisements. Contact information 22D may be used by users to respond to **advertisements 22**. System 10 preferably **monitors user responses** to each **advertisement 22**.

Preferably, unique contact information 22D comprises the **URL** (Uniform 1 5 Resource Locator) for an Internet web page. Most preferably, the **URL** is for a web page which is accessible to web-enabled cellular telephones. Such cellular...

11/3,K/19 (Item 17 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00839962 \*\*Image available\*\*

E-MAIL WITH RICH-MEDIA BANNER

COURRIER ELECTRONIQUE A BANDEAU DE TYPE MEDIA ENRICHI

Patent Applicant/Assignee:

MINDARROW SYSTEMS INC, 101 Enterprise #340, Aliso Viejo, CA 92656, US, US  
(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

BLAKELEY Thomas, Ecommercial.com, Inc., 101 Enterprise #340, Aliso Viejo, CA 92656, US, US (Residence), US (Nationality), (Designated only for:

US)  
MCEWAN Rick, ECommercial.com, Inc., 101 Enterprise #340, Aliso Viejo, CA  
92656, US, US (Residence), US (Nationality), (Designated only for: US)  
Legal Representative:  
FISH Robert (et al) (agent), Fish & Associates, LLP, Suite 706, 1440 N.  
Harbor Boulevard, Fullerton, CA 92835, US,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200173640 A1 20011004 (WO 0173640)  
Application: WO 2000US7997 20000324 (PCT/WO US0007997)  
Priority Application: WO 2000US7997 20000324  
Designated States:  
(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)  
AE AL AM AT AT (utility model) AU AZ BA BB BG BR BY CA CH CN CR CU CZ CZ  
(utility model) DE DE (utility model) DK DK (utility model) DM EE EE  
(utility model) ES FI FI (utility model) GB GD GE GH GM HR HU ID IL IN IS  
JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT  
RO RU SD SE SG SI SK SK (utility model) SL TJ TM TR TT TZ UA UG US UZ VN  
YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 1788

Main International Patent Class: G06F-017/60  
International Patent Class: G06F-013/00  
Fulltext Availability:  
Detailed Description

#### Detailed Description

... that assists in tracking a response of a recipient to the e-mail  
message. Contemplated **responses** that can be **tracked** include opening  
of the e-mail, forwarding of the e-mail, clicking through to a **hyperlink**  
, and playing an audio or video portion of a **banner**. More sophisticated  
tracking data may include file opening time, video start and stop times,  
and...

11/3,K/20 (Item 18 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00836814

SYSTEM FOR MEASURING THE EFFECTIVENESS OF INTERNET BASED ADVERTISING OR  
MARKETING CAMPAIGNS

SYSTEME PERMETTANT DE MESURER L'EFFICACITE DE PUBLICITES OU DE CAMPAGNES DE  
COMMERCIALISATION BASEES SUR INTERNET

Patent Applicant/Assignee:

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Court West, Toronto, Ontario M5L 1A9, CA,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200169462 A2 20010920 (WO 0169462)  
Application: WO 2001CA44 20010119 (PCT/WO CA0100044)  
Priority Application: US 2000189885 20000316; CA 2303541 20000330; US  
2000541668 20000331  
Designated States:  
(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)  
AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR  
TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 9280

Main International Patent Class: G06F-017/60

Fulltext Availability:  
Detailed Description  
Claims

#### Detailed Description

... MARKETING CAMPAIGNS  
FIELD OF THE INVENTION

The invention relates to a method and apparatus for **measuring** the  
**effectiveness** of an Internet-based **advertising** or marketing campaign.

#### BACKGROUND OF THE INVENTION

The Internet has only relatively recently become a medium for mass  
communication.

The hypertext transfer protocol (" **http** ") is an important part of the  
Internet, enabling pages of multimedia information to be communicated...  
and the destination web site.

In a fifth aspect, the invention provides a method for **measuring** the  
**effectiveness** of an Internet-based **advertising** campaign. The method  
stores in a destination **URL** table a list of destination **URLs** and  
corresponding destination **URL** identifiers, stores as an e-mail  
recipient table in a database a list of e...

#### Claim

... 6, wherein recording the actuation of a given said link includes  
storing the recipient, destination **URL** , and mailing identities received  
along with the web site request message in a log.

8 A method for conducting a computer network-based **advertising**  
campaign. and  
**measuring** the **effectiveness** thereof, said method comprising:  
sending at least one e-mail message to a plurality of...to the identities

of the recipient and the destination web site.

17 A method for **measuring** the **effectiveness** of an Internet-based **advertising** campaign, comprising:  
storing in a destination **URL** table a list of destination **URLs** and corresponding destination **URL** identifiers;  
storing an e-mail recipient table in a database a list of e-mail...

11/3,K/21 (Item 19 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00828007 \*\*Image available\*\*

**COLLABORATIVE LINKING SYSTEM WITH BI-DIRECTED VARIABLE GRANULARITY SEARCH ENGINE**

**SYSTEME DE LIAISON COOPERATIF AVEC MOTEUR DE RECHERCHE BIDIRECTIONNEL A GRANULARITE VARIABLE**

Patent Applicant/Assignee:

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SOLE Christopher J, 127 Dickerman Road, Newton, MA 02461-1303, US, --  
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Legal Representative:

LAPPIN Mark G (agent), McDermott, Will & Emery, 28 State Street, Boston, MA 02109, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200161540 A1 20010823 (WO 0161540)  
Application: WO 2001US4877 20010216 (PCT/WO US0104877)  
Priority Application: US 2000182749 20000216

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 15262

Main International Patent Class: G06F-017/00

Fulltext Availability:

Detailed Description

Detailed Description

... from the types that indicate marketing role.

NEW: mail me mqp and directions to store **hyperlink** and **URL**. See example page.

NEW: Navigation and management URLs  
find me more URL URL to act as effectiveness  
measure for advertiser . A measure of consumer "appetite" for this  
type of offer.

search neighboring towns for this item URL LTRL launches PlaceLinks  
and uses these keywords to search neighboring towns from the town in...  
store, activity  
Keyword 5 y Keyword  
Keyword @W 5 Type, brand, product, service, store, activity  
URL to act as effectiveness measure for  
find me more LIRL advertiser y - text  
search neighbordrxj towns for  
this item URL LIRL to have this effect y - text  
add a new keyword to my  
Search list URL URL to have this effect y - text  
change n-ty Search List in Local  
Shopper URL...

11/3,K/22 (Item 20 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00819461 \*\*Image available\*\*  
SYSTEM AND METHOD FOR ESTIMATING PREVALENCE OF DIGITAL CONTENT ON THE  
WORLD-WIDE-WEB  
SYSTEME ET PROCEDURE PERMETTANT D'ESTIMER LA PREVALENCE DU CONTENU NUMERIQUE  
SUR LE WORLD-WIDE-WEB

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KOROL Christa L, Seattle, WA, US,  
BARTOT James T, Apartment #228, 201 Galer Street, Seattle, WA 98109, US,

Legal Representative:  
WASZKIEWICZ Kenneth P (et al) (agent), Morgan & Finnegan, L.L.P., 345  
Park Avenue, New York, NY 10154-0053, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200152462 A2-A3 20010719 (WO 0152462)  
Application: WO 2000US29352 20001025 (PCT/WO US0029352)  
Priority Application: US 2000175665 20000112; US 2000231195 20000907

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 15862

Main International Patent Class: G06F-015/16

Fulltext Availability:

Detailed Description

Detailed Description

... analysis system 210 receives traffic data from a cache site on the Internet 100. The **goal** is to accurately **measure** the number of page views by individual users, and therefore the number of **advertising** impressions.

The **advertisement** sampling system 220 uses the anonymous traffic data to determine which **URLs** to include in the sample retrieved from the Web server 112. The advertisement sampling system...

11/3,K/23 (Item 21 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00812307

SYSTEM AND METHOD FOR TRACKING WEB CAMPAIGN EFFECTIVENESS

SYSTEME ET PROCEDE DE SUIVI DE L'EFFICACITE DES CAMPAGNES PUBLICITAIRES SUR LE WEB

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200144979 A2 20010621 (WO 0144979)

Application: WO 2000US34349 20001218 (PCT/WO US0034349)

Priority Application: US 99172279 19991217; US 2000739064 20001218

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE  
GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK  
MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU  
ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3360

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description



... 15 evaluation.

- Click-through events for any click-throughs, including those for up-sell 17 ads and cross-sell ads .
- Remote system events, including click-through to a remote URL , and a referral from another domain to the local domain.

Effectiveness tracking may only apply to some of the above events.

The selected events can vary from...

11/3,K/24 (Item 22 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00803948 \*\*Image available\*\*

METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS AND CONSUMERS

PROCEDE ET SYSTEME PERMETTANT DE COMMUNIQUER UNE IMAGE DE MARQUE ENTRE DES VENDEURS ET DES CONSOMMATEURS

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US)

Patent Applicant/Inventor:

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Legal Representative:

PERKOWSKI Thomas J (agent), Thomas J. Perkowski, P.C., Soundview Plaza,  
1266 East Main Street, Stamford, CT 06902, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200137540 A2-A3 20010525 (WO 0137540)

Application: WO 2000US31757 20001117 (PCT/WO US0031757)

Priority Application: US 99441973 19991117; US 99447121 19991122; US  
99465859 19991217; US 2000483105 20000114; US 2000599690 20000622; US  
2000641908 20000818; US 2000695744 20001024

Parent Application/Grant:

Related by Continuation to: US 99441973 19991117 (CIP); US 99447121  
19991122 (CIP); US 99465859 19991217 (CIP); US 2000483105 20000114  
(CIP); US 2000599690 20000622 (CIP); US 2000641908 20000818 (CIP); US  
2000695744 20001024 (CIP)

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 116871

Main International Patent Class: G06F-017/60

International Patent Class: G06F-015/16 ...

Fulltext Availability:

## Claims

### Claim

... encoded documents served to the client machine from any one of a number of potential **http** information servers on the Internet. Fig. 2B4 is a block schematic diagram of the LPD...comprising a plurality of manufacturer-operated client machines equipped with

EDI-enabled UPN/TM/PD/ **URL** management RDBMS software for (1) collecting

Page 76

Page 77

Page 78

Page 79

Page...the EC-oriented store, at which he or she was once visiting, but rather will **visit** another EC-oriented store to make the product purchase. The above limitations of physically-based...

...etc. According to the third system architecture shown in Fig. 2133, the UPN/TM/PD[ **URL** RDBMS 9 is realized by a SQL-based RDBMS server 9, whereas the IPD server...desirable for the consumer to search against all manufacturers within the entire UPN/TM/PD/ **URL** RDBMS 9 before returning the search results to the consumer for display. Therefore, in this...

...in Fig. 4S2. As shown, this Java GUI displays a menu-formatted list of categorized **URLs** that have been symbolically linked to the UPN of the **advertised** consumer product on which the search inquiry was initiated. Typically, this categorized menu of **URLs**, accessed from the UPN/TM/PD/ **URL** RDBMS 9, would have been updated as early as the night before UPN/TM/PD...OA 1 and I OA2, appropriately modified so that instead of only UPN/TM/PD/ **URL** links being transported from each registered manufacturer's enterprise (e.g. local UPN/TM/PD/ **URL** RDBMS), UPN-indexed (media-rich) information resource files (i.e.

Page 228

IRFs) are also...of data processing subsystem 517 is to process the data elements within UPN/TM/PD/ **URL** RDBMS 9 to perform the following product-related functions: (1) enabling each retail-based (physical...

Kiosk Advertising Campaigns on the retailer-authorized subnetwork of CPI kiosks; (11) modifying Kiosk **Advertising** Campaigns; and (12)

**monitoring** the **performance** of Kiosk **Advertising** Campaigns; central UPN/TM/PD/ **URL** RDBMS 9'. Each of these product related functions are carried out by the product **advertiser** using a Web-enabled client subsystem 13 operably connected to the infrastructure of the...Running and Displaying Kiosk Advertising Campaign on Retailer-Authorized Subnetwork of CPI Kiosks;

Modifying Kiosk **Advertising** Campaign; and

**Monitoring** the **Performance** of Kiosk **Advertising** Campaign

In the illustrative embodiment, these functions are supported by the product Kiosk **Advertisement** Marketing/Sales/Management ( **http** ) server 507 which is made accessible to

Page 277

Page 278

Page 279

Then at...

11/3,K/25 (Item 23 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00803620 \*\*Image available\*\*

METHOD AND APPARATUS FOR MEASURING EFFECTIVENESS OF ON-LINE ADVERTISING

PROCEDE ET APPAREIL PERMETTANT D'EVALUER L'EFFICACITE D'UNE PUBLICITE EN

**LIGNE**

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**Patent and Priority Information (Country, Number, Date):**

Patent: WO 200137183 A1 20010525 (WO 0137183)

Application: WO 2000US31893 20001120 (PCT/WO US0031893)

Priority Application: US 99166451 19991119

**Designated States:**

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7603

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

**Detailed Description**

... 1 5 consumer's network activity can be matched with the selected  
consumer's purchase activity .

A measure of advertisina effectiveness results by detennininor  
whether the consumer clicked

n

on a banner advertisement prior to purchasing the advertised goods  
or services. For example, the consumer clicks on a banner ad and is  
redirected to a web address associated with the banner ad . The  
redirection is tracked in the ad / activity file and later, the  
effectiveness system uses this information to determine if the consumer  
purchased...

11/3,K/26 (Item 24 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00797954 \*\*Image available\*\*

CATEGORY BUTTONS ON INTERACTIVE PAPER

BOUTONS DE CATEGORIE SUR PAPIER INTERACTIF

**Patent Applicant/Assignee:**

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AU (Residence), AU (Nationality), (For all designated states except: US)

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200131521 A1 20010503 (WO 0131521)

Application: WO 2000AU1289 20001020 (PCT/WO AU0001289)

Priority Application: AU 993632 19991025; AU 994483 19991206; AU 994912 19991224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 11365

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... usually further information about the goods and/or services being offered for sale by the **advertiser**, or an order form for the specific goods and/or services contained in 0 the **advertisement**, or a **hyperlink** to the **advertiser**'s site. Calculation means, in the form of the publication server, is **responsive** to the printer for **determining** a payment that is made by the advertiser to the publisher.

In other embodiments the...

11/3,K/27 (Item 25 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00794352 \*\*Image available\*\*

VIRTUAL PROSPECTING USING E-COMMERICALS

PROSPECTION VIRTUELLE A L'AIDE DE MESSAGES PUBLICITAIRES ELECTRONIQUES

Patent Applicant/Assignee:

MINDARROW SYSTEMS INC, 101 Enterprise, 340, Aliso Viejo, CA 92656, US, US (Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

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MCEWAN Rick, eCommercial.com, Inc., 95 Enterprise, Suite 360, Aliso

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BRIOLA Michael, eCommercial.com, Inc., 95 Enterprise, Suite 360, Aliso Viejo, CA 92656, US, US (Residence), US (Nationality), (Designated only for: US)

Legal Representative:

FISH Robert (agent), Crockett & Fish, 1440 N. Harbor Blvd., Suite 706, Fullerton, CA 92835, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200127859 A1 20010419 (WO 0127859)

Application: WO 99US23816 19991012 (PCT/WO US9923816)

Priority Application: WO 99US23816 19991012

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AT (utility model) AU AZ BA BB BG BR BY CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK (utility model) DM EE EE (utility model) ES FI FI (utility model) GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SK (utility model) SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 2985

Main International Patent Class: G06F-157/00

English Abstract

...to a third party (30) and the third party communicates the commercials to the prospects, **tracks** any **response**, and reports the results to the **advertiser** (10). The commercials may include a **hyperlink** to a web site, and initiate a substantially synchronous link such as a telephone call or chat room exchange between the prospect and the **advertiser** (10).

11/3,K/28 (Item 26 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00769425 \*\*Image available\*\*

INTERACTIVE PRINTER REWARD SCHEME

SYSTEME INTERACTIF DE RETRIBUTION D'IMPRIMANTE

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU (Residence), NO (Nationality), (Designated only for: US )

Legal Representative:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street, Balmain, New South Wales 2041, AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 200102948 A1 20010111 (WO 0102948)  
Application: WO 2000AU771 20000630 (PCT/WO AU0000771)  
Priority Application: AU 991313 19990630; AU 993632 19991025; AU 994483  
19991206; AU 994912 19991224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 32216

Main International Patent Class: G06F-003/033

International Patent Class: G06F-017/60 ...

Fulltext Availability:

Detailed Description

Detailed Description

... usually further information about the goods and/or services being offered for sale by the **advertiser**, or an order form for the specific goods and/or services contained in the **advertisement**, or a **hyperlink** to the **advertiser**'s site. Calculation means, in the form of the publication server, is **responsive** to the printer for **determining** a payment that is made by the advertiser to the publisher.

In other embodiments the...

11/3,K/29 (Item 27 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00769424 \*\*Image available\*\*

**INTERACTIVE PRINTER PERSISTENT STORAGE PROVIDER**

**FOURNISSEUR DE STOCKAGE PERSISTANT AVEC IMPRIMANTES INTERACTIVES**

Patent Applicant/Assignee:

SILVERBROOK RESEARCH PTY LTD, 393 Darling Street, Balmain, New South  
Wales 2041, AU, AU (Residence), AU (Nationality), (For all designated  
states except: US)

Patent Applicant/Inventor:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street,  
Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality),  
(Designated only for: US )

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU  
(Residence), NO (Nationality), (Designated only for: US )

Legal Representative:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street,  
Balmain, New South Wales 2041, AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 200102947 A1 20010111 (WO 0102947)

Application: WO 2000AU770 20000630 (PCT/WO AU0000770)

Priority Application: AU 991313 19990630; AU 993632 19991025; AU 994483  
19991206; AU 994912 19991224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 31165

Main International Patent Class: G06F-003/033

International Patent Class: G06F-017/60 ...

Fulltext Availability:

Detailed Description

Detailed Description

... usually further information about the goods and/or services being offered for sale by the **advertiser**, or an order form for the specific goods and/or services contained in the 0 **advertisement**, or a **hyperlink** to the **advertiser**'s site. Calculation means, in the form of the publication server, is **responsive** to the printer for **determining** a payment that is made by the advertiser to the publisher.

In other embodiments the...

11/3,K/30 (Item 28 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00769423 \*\*Image available\*\*

**INTERACTIVE PRINTER ACCOUNT**

**COMPTE D'IMPRIMANTE INTERACTIF**

Patent Applicant/Assignee:

SILVERBROOK RESEARCH PTY LTD, 393 Darling Street, Balmain, NSW 2041, AU,  
AU (Residence), AU (Nationality), (For all designated states except:  
US)

Patent Applicant/Inventor:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street,  
Balmain, NSW 2041, AU, AU (Residence), AU (Nationality), (Designated  
only for: US )

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, NSW 2046, AU, AU (Residence),  
NO (Nationality), (Designated only for: US )

Legal Representative:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street,  
Balmain, NSW 2041, AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 200102946 A1 20010111 (WO 0102946)

Application: WO 2000AU769 20000630 (PCT/WO AU0000769)

Priority Application: AU 991313 19990630; AU 993632 19991025; AU 994483  
19991206; AU 994912 19991224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 32795

Main International Patent Class: G06F-003/033

International Patent Class: G06F-017/60 ...

Fulltext Availability:

Detailed Description

Detailed Description

... usually further information about the goods and/or services being offered for sale by the **advertiser**, or an order form for the specific goods and/or services contained in the **advertisement**, or a **hyperlink** to the **advertiser**'s site. Calculation means, in the form of the publication server, is **responsive** to the printer for **determining** a payment that is made by the advertiser to the publisher.

In other embodiments the...

11/3,K/31 (Item 29 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00758805 \*\*Image available\*\*

INTERACTIVE PAPER PUBLISHER

EDITEUR DE PAPIER INTERACTIF

Patent Applicant/Assignee:

SILVERBROOK RESEARCH PTY LTD, 393 Darling Street, Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality), (For all designated states except: US )

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street, Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality), (For all designated states except: US )

Patent Applicant/Inventor:

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU (Residence), AU (Nationality), (Designated only for: US)

Legal Representative:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street, Balmain, New South Wales 2041, AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 200072204 A1 20001130 (WO 0072204)

Application: WO 2000AU539 20000524 (PCT/WO AU0000539)

Priority Application: AU 99559 19990525; AU 991313 19990630; AU 994483 19991206; AU 994912 19991224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR  
TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE



(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 33568

Main International Patent Class: G06F-017/60  
Fulltext Availability:  
Claims

Claim

... usually further information about the goods and/or services being offered for sale by the **advertiser**, or an order form for the specific goods and/or services contained in the **advertisement**, or a **hyperlink** to the **advertiser**'s site. Calculation means, in the form of the publication server, is **responsive** to the printer for **determining** a payment that is made by the advertiser to the publisher. In other embodiments the...

11/3,K/32 (Item 30 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00758804 \*\*Image available\*\*

**INTERACTIVE PRINTER PROVIDER**

**FOURNISSEUR D'IMPRIMANTE INTERACTIF**

Patent Applicant/Assignee:

SILVERBROOK RESEARCH PTY LTD, 393 Darling Street, Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality), (For all designated states except: US )

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street, Balmain, New South Wales 2041, AU, AU (Residence), AU (Nationality), (For all designated states except: US )

Patent Applicant/Inventor:

LAPSTUN Paul, 13 Duke Avenue, Rodd Point, New South Wales 2046, AU, AU (Residence), AU (Nationality), (Designated only for: US)

Legal Representative:

SILVERBROOK Kia, Silverbrook Research Pty Ltd, 393 Darling Street, Balmain, New South Wales 2041, AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 200072203 A1 20001130 (WO 0072203)

Application: WO 2000AU538 20000524 (PCT/WO AU0000538)

Priority Application: AU 99559 19990525; AU 991313 19990630; AU 994483 19991206; AU 994912 19991224

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR  
TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English  
Filing Language: English  
Fulltext Word Count: 35558

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... usually further information about the goods and/or services being offered for sale by the **advertiser**, or an order form for the specific goods and/or services contained in the **advertisement**, or a **hyperlink** to the **advertiser**'s site. Calculation means, in the form of the publication server, is **responsive** to the printer for **determining** a payment that is made by the advertiser to the publisher. In other embodiments the...

11/3,K/33 (Item 31 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00748757 \*\*Image available\*\*

INTERNET ADVERTISING WITH CONTROLLED AND TIMED DISPLAY OF AD CONTENT  
PUBLICITE SUR INTERNET AVEC AFFICHAGE CONTROLE ET A DUREE LIMITEE DU  
CONTENU DE LA PUBLICITE

Patent Applicant/Assignee:

AMERICOMUSA, Suite 221, 1303 Grand Avenue, Arroyo Grande, CA 93420, US,  
US (Residence), US (Nationality)

Inventor(s):

CEZAR Robert M, 1003 Acorn Drive, Arroyo Grande, CA 93420, US  
HEINTZ James, 277 El Portal Drive, Pismo Beach, CA 93449, US  
MENE Mario, Via Tripoli, 1, I-66026 Ortona, IT  
CARAMICO Luigi, Via de Valle Aurelia, 73, I-00136 Rome, IT

Legal Representative:

HYNES William M, Townsend and Townsend and Crew LLP, 8th floor, Two  
Embarcadero Center, San Francisco, CA 94111, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200062173 A1 20001019 (WO 0062173)  
Application: WO 2000US9663 20000411 (PCT/WO US0009663)  
Priority Application: US 99291785 19990414; US 99335384 19990617; US  
2000488666 20000120

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 25148

Main International Patent Class: G06F-013/00

Fulltext Availability:

Detailed Description

Detailed Description

... follows, the reader will understand that inquiring browser B not only fetches and displays **ads** from the 5 Internet 1, but additionally sorts

arrays of Internet addresses and effectively determines for itself the ads to be played.

Once this interrogation has taken place and the three groups of code...

11/3,K/34 (Item 32 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00731933 \*\*Image available\*\*

METHOD AND APPARATUS FOR EVALUATING VISITORS TO A WEB SERVER  
PROCEDE ET APPAREIL PERMETTANT DE COMPTER LES VISITEURS D'UN SERVEUR WEB

Patent Applicant/Assignee:

WEBTRENDS CORPORATION, Suite 1200, 651 S.W. 6th Street, Portland, OR  
97204, US, US (Residence), US (Nationality)

Inventor(s):

BOYD William Glen, 4321 N.E. Couch, Portland, OR 97213, US  
SHAPIRA Elijah, 2434 N.W. Pinnacle Drive, Portland, OR 97229, US  
MONTGOMERY David S, 2030 N.W. Willow Drive, Camas, WA 98607, US

Legal Representative:

MCCOLLOM Alan T, Marger Johnson & McCollom, PC, 1030 S.W. Morrison  
Street, Portland, OR 97205, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200045264 A1 20000803 (WO 0045264)  
Application: WO 2000US1820 20000125 (PCT/WO US0001820)  
Priority Application: US 99240208 19990129

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB  
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA  
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA  
UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 11543

Main International Patent Class: G06F-011/00

International Patent Class: G06F-013/00 ...

... G06F-013/14 ...

... G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... of which differ from the entry page used by visitors who are not  
following an **advertising** campaign). For example, referring to Fig. 3,  
the entry page on server 10 is the web page **http**  
:llwww.example.comlportal-adhtm.

Regardless of the method the **advertising** campaign uses to **determine**  
what

**advertisement** a **visitor** followed, if any, that information is

available from the first hit a visitor generates at...

...back to Fig. 3, entry I I a shows both the requested page ("GET /portal ad .htm HTTP /1.0") and the refer-ring site (" http ://www.portal.com/somepage.htm"). Thus, the program uses the first hit a **visitor** generates to **determine** what **advertising** campaign they followed. The entry page and referrer is assigned in step 601, and -based...

11/3,K/35 (Item 33 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00541061 \*\*Image available\*\*  
A COMPUTER INTERFACE METHOD AND APPARATUS WITH PORTABLE NETWORK ORGANIZATION SYSTEM AND TARGETED ADVERTISING  
PROCEDE D'INTERFACE D'ORDINATEUR ET APPAREIL POURVU D'UN SYSTEME D'ORGANISATION DE RESEAU PORTATIF ET DE PUBLICITE CIBLEE

Patent Applicant/Assignee:

B E TECHNOLOGY LLC,  
HOYLE Martin David,

Inventor(s):

HOYLE Martin David,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200004434 A2 20000127 (WO 0004434)

Application: WO 99US16135 19990716 (PCT/WO US9916135)

Priority Application: US 98118351 19980717

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE  
GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK  
MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US UZ VN  
YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE  
CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN  
GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 25212

Main International Patent Class: G06F-003/14

Fulltext Availability:

Detailed Description

Detailed Description

... data captured during registration

91

and subsequent use of the client software application 10. **Advertising** can be based on user **activities**, such as is **determined** by supplied user information, determination of applications used, recognition of files opened and observation of **URLs** visited.

In addition to **advertising** selection and distribution, ADM server 22 also handles the distribution of upgrades to client software...

11/3,K/36 (Item 34 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00492216 \*\*Image available\*\*

METHOD AND APPARATUS TO DETERMINE USER IDENTITY AND LIMIT ACCESS TO A COMMUNICATIONS NETWORK

PROCEDE ET APPAREIL POUR DETERMINER L'IDENTITE D'UN UTILISATEUR ET LIMITER L'ACCES A UN RESEAU DE COMMUNICATIONS

Patent Applicant/Assignee:

JUNO ONLINE SERVICES L P,

Inventor(s):

SKOPP Peter,

VITALE Benjamin F,

MARUR Vinod R,

TSE Clifford S C,

DULAI Dharmender S,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9923568 A1 19990514

Application: WO 98US22381 19981023 (PCT/WO US9822381)

Priority Application: US 9764365 19971030; US 97980313 19971126

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH  
GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW  
MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW GH  
GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES  
FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN  
TD TG

Publication Language: English

Fulltext Word Count: 7840

Main International Patent Class: G06F-013/00

Fulltext Availability:

Detailed Description

Detailed Description

... the average number of

times each user returns to a particular Web site, could help advertisers determine the effectiveness of the content. As explained above, however, there is no way for an advertiser to match the IP address of an HTTP request to a user's demographic information. Moreover, an advertiser has only a limited ability to determine if a particular user has visited a Web...

11/3,K/37 (Item 35 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00452916 \*\*Image available\*\*

METHOD AND APPARATUS FOR TRACKING CLIENT INTERACTION WITH A NETWORK RESOURCE AND CREATING CLIENT PROFILES AND RESOURCE DATABASE

PROCEDE ET APPAREIL PERMETTANT LE SUIVI DE L'INTERACTION ENTRE UN SYSTEME CLIENT ET UNE RESSOURCE RESEAU ET LA CREATION DE PROFILS CLIENTS ET D'UNE BASE DE DONNEES DE RESSOURCES

Patent Applicant/Assignee:

THE THINKING MEDIA CORPORATION,

DAVIS Owen,

JAIN Vidyut,

Inventor(s):

DAVIS Owen,  
JAIN Vidyut,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 9843380 A2 19981001  
Application: WO 98US5491 19980320 (PCT/WO US9805491)  
Priority Application: US 97821534 19970321  
Designated States:  
(Protection type is "patent" unless otherwise stated - for applications prior to 2004)  
AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GE HU IL  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT  
RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN GH GM KE LS MW SD SZ UG  
ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC  
NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG  
Publication Language: English  
Fulltext Word Count: 14182

Main International Patent Class: G06F-013/00  
Fulltext Availability:  
Detailed Description

Detailed Description  
... the Internet) has prevented these  
marketing tools from being used to their full potential,  
Since HTTP or Web servers cannot automatically determine  
the amount of time and the frequency at which particular  
users interact with their resources, Web site  
administrators and advertisers cannot accurately determine  
the effectiveness of their resources. Since servers cannot  
automatically monitor user interaction and automatically  
obtain user preferences...

11/3,K/38 (Item 36 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00434734 \*\*Image available\*\*  
INTERSTITIAL CONTENT DISPLAY USING EVENT-CAPTURE CODE RUNNING IN WEB  
BROWSER ADDRESS SPACE  
AFFICHAGE DE CONTENU INTERSTITIEL PAR UTILISATION D'UN CODE DE SAISIE  
D'EVENEMENTS EVOLUANT DANS L'ESPACE ADRESSE D'UN NAVIGATEUR WEB

Patent Applicant/Assignee:

STREAMIX CORPORATION,  
SHIN Kap Jung,  
KIM William E,  
BABBITT Victor Leroy,

Inventor(s):

SHIN Kap Jung,  
KIM William E,  
BABBITT Victor Leroy,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9825198 A2 19980611  
Application: WO 97US22380 19971206 (PCT/WO US9722380)  
Priority Application: US 9631987 19961206

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AU BR CA IL JP KP KR MX US AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL  
PT SE

Publication Language: English  
Fulltext Word Count: 8435

Main International Patent Class: G06F-003/00  
Fulltext Availability:  
Detailed Description

#### Detailed Description

... view

logs that are easy to upload to the back office. In one example, the `ad` view log is simply a log of all viewing events, with the `ad` viewed, the time and date, and what `URL` the user clicked. The entire `log` should have an `effective` start date as well.

The back office preferably is separate from the content server that...